

## Section 2 - Job Description MD Social Media

<b>Job Title:</b>	Multiple District Social Media	<b>Job Category:</b>	National
<b>Reports To:</b>	Council of Governors via the MD Secretary	<b>Duration of Role</b>	Three Years
<b>Location:</b>	N/A	<b>Travel Required:</b>	No
<b>MD Budget</b>	Yes	<b>Position Type:</b>	Voluntary
<b>Date Posted:</b>	31/12/2020	<b>Posting Expires:</b>	31/12/2023

### Job Description

#### Role and Responsibilities

To manage daily posts on National Facebook Page. To be scheduled in advance and get posted at 6pm each evening. Keep a minimum of two weeks posts scheduled in advance.

National posts MUST be;

Generic (so can be reposted by any Lions Club in NZ)

Contain no Profanity, no religious or political remarks, do not promote contentious issues such as Rodeo or Bunny Culling for example.

Use pictures from local Lions Clubs where ever possible.

Link comments back to specific areas of the Lions NZ Webpages, LCIF donation pages or NZ Lions Give a little page.

To Respond to Facebook posts and engage with brand advocates, within 24 hours of receipt.

Monitor National FB Page for messages and comments, this is a 24/7 process. If an incident occurs - follow Media Policy Protocols and get the Council Chair alerted immediately who will guide you.

Monitor Lions Clubs Facebook pages for interesting posts and pics. Repost any articles that have National interest.

Monitor other organisations to assess our Social Media performance against others NFP/Volunteers groups within NZ.

Support Lions Clubs Members and District Webmasters with Face Book queries.

Report progress to the Council of Governors via the MD Secretary

#### Qualifications for Role

Strong knowledge of Social Media

Experience with Facebook and Canva.

Experience in maintaining a Facebook page for a Lions District or other similar organisation.

#### Preferred Skills

Ability to create, observe and respond to conversations within your brand community.

Be proficient at the art and science of headline writing, ability to write engaging introductions, structuring your text for easy reading online.

You will need to understand the big picture. How search, content and social media all works together. You will need to outline goals, define your target audience and know what platforms will help you scale your efforts.